

A Big Thank You for a Great Effort

This year marks the 25th anniversary of Concordia University. This milestone is being celebrated in many ways and has allowed us to focus on our University's accomplishments over this time. The 1974 merger between Sir George Williams University and Loyola College not only led to the creation of a brand new university, it permitted the ongoing evolution of the unique heritages of each of the founding institutions. Concordia has matured greatly over the past 25 years and is now beginning to receive some of the support and recognition it deserves from the community and from the broader University's alumni family.

One tangible measure of this developing maturity is the exceptional growth in annual financial support that Concordia receives and which is the subject matter of this report. Thanks to the efforts begun during the Campaign for Concordia, which raised \$25 million in the 1980s, and which continued with the establishment of a sustained Annual Giving tradition 11 years ago, we were able to launch and conduct a highly successful *Campaign for a New Millennium*. This Campaign has allowed Concordia to move to a higher level of donor support.

This last year, with the help of our volunteers and our student callers, we brought the Campaign message directly to



FREDERICK LOWY

Concordia's extended family in Montreal, across Canada and abroad, reaching out to Concordia, Loyola and Sir George Williams alumni, friends both old and new, businesses and business owners as well as family and corporate foundations. The response has been tremendous. Ronald Corey and his Campaign team deserve the thanks of the entire community for what they have achieved for this university in raising some \$77 million, far exceeding our public goal of \$55 million.

In turn, on behalf of the University, I would like to express our profound gratitude to you, our donors, whose belief in the institution and whose gifts and pledges have made this remarkable achievement possible.

As I look ahead to the start of the next millennium and the four years that remain in my extended term as Rector, I am acutely aware of the many well-defined priority needs, including the University's Space Plan, that remain to be satisfied. I am equally aware of the challenge we face in addressing them. However, I am confident that our ongoing efforts to reach out to alumni and donors and make them a more important part of our community have placed us in a much better position to undertake the task than ever before.

In closing, let me thank you again for your generous support of our University.

Frederick Lowy
Rector & Vice-Chancellor

Collective Effort Equals Success

Campaign for a New Millennium Shatters Objective



RONALD COREY

By now many of you will have heard that Concordia's *Campaign for a New Millennium* was a tremendous success, generating over \$77 million for the University. Although the Campaign's result will be featured prominently in next year's Annual Report on Giving, it is only fitting that I acknowledge its success in these pages

since much of the legwork and many of the pledges were realized during the 1998-1999 fiscal year.

This past year was one that featured the ongoing solicitations of each of the Campaign's divisions; everyone who was able to participate was invited to join the Campaign in supporting Concordia's academic objectives for the future. Students, recent graduates and longstanding alumni and friends responded to our letters, phone calls and personal solicitations with enthusiasm. Our collective effort generated unprecedented returns and established a new benchmark against which all future fundraising initiatives will be measured.

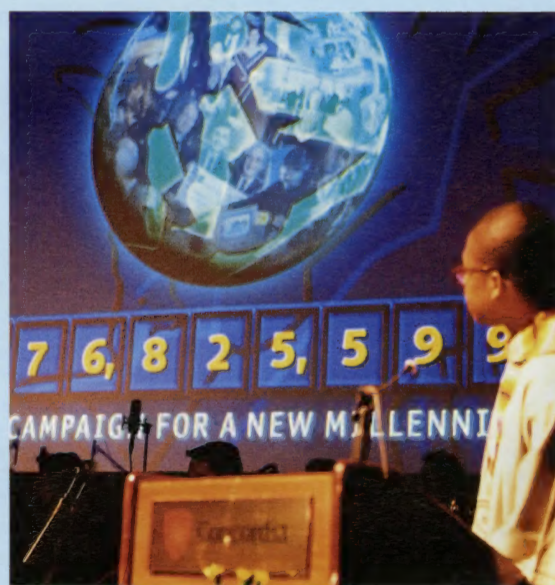
I was honoured to serve as the Chair of this Campaign. When I accepted this position I did so for personal reasons—my son was a student here—and also because I felt strongly that Concordia was the university that best reflected the pluralism that has distinguished Montreal throughout its history.

Today, having learned so much more about Concordia and its communities, I would have even greater reason to accept the position were it to be offered again. Over the past three years, I have discovered the excellence that is Concordia and that is reflected in the vital research being undertaken by professors and graduate students, in the groundbreaking teaching initiatives taking place right across all Faculties and the School of Graduate Studies, and in the day-to-day work of the staff and senior administration.

Judging by the very strong show of support for the Campaign, I am not alone in ranking Concordia as one of the most vital universities in the country. Each of you shares this sentiment and each of you deserves to be acknowledged for your generous support, your belief in Concordia and your commitment to its ongoing success.

To all my fellow volunteers and donors, thank you; together we have brought Concordia to the turning point and provided it with the opportunity to continue to develop its fresh ideas well into the new millennium.

Ronald Corey
Campaign Chair



On October 1, 1999, Divine Agodzo, a third year journalism student from Ghana and Capital Campaign phone mail caller, had the honour of unveiling the tally pledged to the *Campaign for a New Millennium*: \$76,825,599. No sooner was this done than an additional \$200,000 was pledged, bringing the final tally up to \$77,025,599.

Another Year, Another Record

Single Year Cash In at an All-time High

Pledge payments and one-time gifts to Concordia in fiscal 1998-1999 grew by nearly five million dollars, going from \$8,607,017 last year to \$12,944,690. The increase is dramatic but not entirely unexpected. With over 20,000 people pledging their financial support to Concordia through the *Campaign for a New Millennium* and other annual fundraising programs, it is not surprising that returns to the University are so high.

What is most gratifying is the increase in the number of alumni who have supported their alma mater. Last year, 15.5% of the total money received came from alumni. This year, the alumni percentage more than doubled to 34.6%. The increase, while certainly due to the Campaign's high visibility and attendant fundraising opportunities, is a clear indication that graduates do hold a very special place in their hearts for Concordia.

Under the direction of Christine Lengvari (BSc'72) and Peter McAuslan (BA'72), the Campaign's Alumni and Friends Division reached out to over 40,000 graduates through a very carefully defined phone mail campaign. Together with the personal canvass approach and ongoing special events, many graduates were encouraged to participate in the future of their University. A large percentage of these alumni responded by making multi-year pledges to Concordia.

By continuing to communicate the urgency of Concordia's annual needs as well as the vision of its academic curriculum of the future, it is expected that we will keep building on this success and register new records on a regular basis.

INSIDE Page 2: Messages from the General Chair of Annual Giving and from the Chair of the University Advancement Committee of the Board of Governors Page 3: Individual Donor Roster Page 5: Corporate Donor Roster

Concordia's Annual Report on Giving is produced by the Office of University Advancement and is mailed to donors who made gifts of \$250 or more during the 1998-99 fiscal year.

We apologize for any errors or omissions. Please direct all inquiries to: The Office of University Advancement, 1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8

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Balanced Growth Due to Broad-based Support

In the year ending May 31, 1999, donors' gifts to Concordia University rose by 50% to \$12.9 million from \$8.6 million the previous year and triple the level reached two years ago. This does not include the pledges of future support through *The Campaign for a New Millennium*, which will flow in over the next few years.

This quite remarkable growth has been both balanced and broad based. As the charts in this report attest, support has come from all sectors—alumni, university community and friends, corporations and foundations. The pages of this report list the names of those donors who gave \$250 or more during the 1998-99 fiscal year. For reasons of cost and space, we could not list every one of our 10,000-plus donors, but we are grateful to all who contributed to this marvellous total.

We are particularly delighted to report that in this record year, our alumni accounted for 34.6% of the total dollars raised versus 15.5% last year. This tangible support of their alma mater from graduates of Loyola, Sir George

Williams and Concordia totalled nearly \$4.5 million, up 336% over 1997-98. What better way could there be to celebrate Concordia's 25th Anniversary?

The major beneficiaries of this fine result will be Concordia's students who themselves continue to support the University through their annual contributions towards their collective \$9 million pledge to the Campaign for a New Millennium. Of the \$12.9 million contributed this year by all donors to the Capital Campaign and Annual Giving, fully \$4,473,486 (35%) was designated by donors to student financial aid—scholarships, bursaries, fellowships and loan funds. Whether to fund current awards with annual gifts or to provide perpetual funding in the future with endowment gifts, these donations go right to the heart of Concordia's mission to provide quality accessible education to deserving students.

Richard J. Renaud

Chair, University Advancement Committee
of the Board of Governors



RICHARD J. RENAUD

A Year Behind the Scenes— But the Foundation for the Future...



HAZEL MAH

1998-99 marked phase three of the Capital Campaign, the final year in which graduates, most corporations and many volunteers were seconded from the Annual Giving Campaign and incorporated into the successful conclusion of the *Campaign for a New Millennium*.

Throughout the Capital Campaign, the nature and scope of the annual fund went through many changes. However, Annual Giving programs such as the Concordia Shuffle walk-a-thon, the Pride Parents, Senior Students, and Graduating Class appeals continued their annual solicitation, as has been a tradition for the past 12 years. As a result, the 1998-99 Annual Giving Campaign secured \$954,345 to fund the University's priority needs such as scholarship and bursary programs, library acquisitions and the development of our Faculties and our athletic programs and facilities.

A favourite Annual Giving event, The Concordia Shuffle was a tremendous success, raising \$65,070. Not only did it bring in much-needed funds for scholarships and bursaries, it also enhanced morale. The Shuffle brings out the best in the Concordia community and provides a good dose of team spirit and pride in the University. Since its inception, the annual trek from the Sir George Williams campus to Loyola campus has raised \$406,186!

Events like the Shuffle prove why it was important to maintain annual fund programs throughout the Capital Campaign. The University has come to depend on Annual Giving as a regular source of funding to underwrite scholarships, fellowships and bursaries, in addition to maintaining an awareness and support of annual fundraising programs.

For these reasons, when planning the Capital Campaign, the Advancement Committee of the Board of Governors decided that the Annual Giving Program had to be maintained during Concordia's Capital Campaign. Governors were acutely aware of the valuable time and effort invested in the Annual Giving Program, investments that not only created the donor base and awareness required to ensure a successful campaign but also provided the underlying foundation to the custom of giving.

A campaign is only as successful as its support team. I would like to mention how impressed I am by our volunteers' and participants' commitment and dedication to Concordia University. We recognize and appreciate the amount of energy and time this work demands from individuals who have full-time careers and busy schedules. Concordia's many accomplishments are due to the volunteer and donor support we have been very fortunate to receive.

Next year, during 1999-2000, the Annual Giving Program will begin to re-establish annual fund campaigning – including our student callers contacting some 41,000 graduates by phone via the Phone-Mail Program. The coming year will be an opportunity to resume volunteer alumni phonathons, build upon existing programs, and reintroduce annual solicitations to those who are not presently committed to the Capital Campaign. As such, the annual fund should experience significant growth. This is a progression we are only able to undertake because of the past support of our volunteers, graduates, staff, faculty, students, friends, parents, and corporate donors.

Hazel Mah

Chair, Annual Giving 1998-99

1998-99 FUNDRAISING PROGRAMS

◆ Capital Campaign/Major Gifts
\$11,990,345 92.6%

◆ Annual Giving
\$954,345 7.4%

Total: \$12,944,690



1998-99 GIFT SOURCES

◆ Alumni
\$4,478,650 35%

◆ Foundations
\$3,375,874 26%

◆ Corporations
\$2,573,539 20%

◆ University Community*,
Friends & Other
\$2,516,627 19%

Total \$12,944,690

* Includes contributions from faculty, staff, students and parents.

1998-99 GIFT DESIGNATIONS

◆ Scholarships, Bursaries & Fellowships
\$4,473,486 35%

◆ Faculties & Departments
\$2,233,861 17%

◆ Concordia's Greatest Needs
\$2,233,108 17%
(Unrestricted Funds*)

◆ Chairs & Professorships
\$1,282,732 10%

◆ Physical Plant
\$996,602 8%

◆ Library & Gallery Acquisitions
\$736,370 6%

◆ Equipment
\$437,383 3%

◆ Athletics
\$317,667 2%

◆ Research
\$233,481 2%

Total: \$12,944,690

* Unrestricted funds (not designated by the donor to one of the eight priorities) allow Concordia to direct your donation to the University's most urgent annual needs, which are primarily scholarships, fellowships and bursaries.

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